Journal for Studies in Management and Planning
Available at https://journals.pen2print.org/index.php/jsmap

ISSN: 2395-0463
Volume 01 Issue 03
March 2015

Social Media and Humanities: A Special reference to Bangalore University

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Abstract

Accessibility of advanced cells has utilized interpersonal interaction locales simple for the clients. Accessibility of PDAs is getting the Indian youth online than at any other time. With the minimal effort web access over telephones, the utilization of informal communication destinations has expanded to an impressive degree. The effect of these informal communities is expanding in our every day lives which ranges past worldwide limits, and it has even crossed social and social confinements. The real advancement of informal communities and its complete use for social and business reason has made the need to talk about and contemplate the impact that these long range interpersonal communication destinations will have on business with connection to purchasers purchasing conduct.

Keywords: Social Networks, Face BookLearning, Media, Education, Users.

1.1Introduction:

The quantity of individuals utilizing interpersonal organizations is expanding at a quick pace. Presentation of SNS is the hugest and powerful progression in this period. These systems fill in as a compelling vehicle of correspondence for clients. Clients with comparable interests can communicate with one another by sending messages, posting remarks, sharing records, bunch exchanges and composing online journals. Individuals are progressively disposed towards this method of correspondence as opposed to favoring eye to eye correspondence. Long range informal communication locales have pulled in the analysts from scholastic and industry foundation. At first interpersonal organization was seen distinctly as a method for correspondence over the globe however today it has advanced as a vital social and business apparatus. For the study of the essential information, a survey was utilized to gather the information from the PG Students and Research Scholars Bangalore University. The Researcher was utilized Simple Random Sampling Techniques. A sum of 120 Questionnaires were disseminated and 102(85%) filled polls were gotten back and broke down for present examination. Subsequent to breaking down the reactions of clients' discoveries, proposal and end drawn by the Investigator. References are recorded and connected American Psychological Association (APA) technique for Bibliography.

1.1Objectives:

- To access the effect of social network on students.

ISSN: 2395-0463
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- To create the awareness among the people of social network.

- To study the scope of the social network.
- To ascertain the problems being faced by user of social network.
- To give the proper suggestion for the overall development of the social network system.

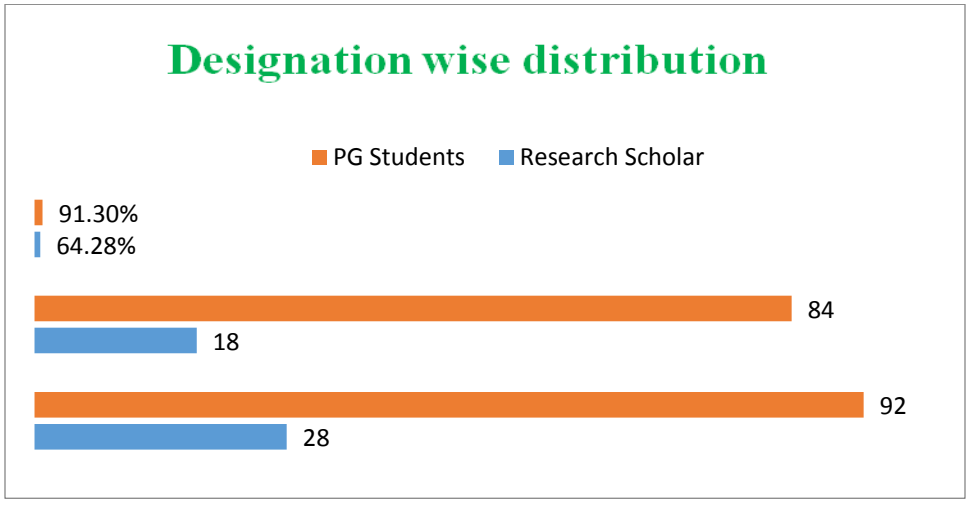
4. DATA ANANLYSIS AND INTERPRITATION

As the percentage analysis is a measure of statistics indicating the value below which a given percentage of observations in a group of observations fall. A percentile analysis clearly tells us what percent of other scores is less than the data point we are investigating. Therefore, the data also analysed by adopting percentile analysis.

Table- 1: Designation-wise distribution of Questionnaire

SL.NO	Research Scholar & PG Students	Questionnaires Distributed	Responses received	Percentage (%)
1	Research Scholar	28	18	64.28 %
2	PG Students	92	84	91.30 %
TOTAL		120	102	85.00 %

The table 1 Shows that the collected data is presented and analyzed here. 120 questionnaires were distributed among PG students and Research scholars. In that 92 questionnaires were distributed among PG students out of which 84 (91.30%) were respondents, and 28 questionnaires were distributed by the Research scholars 18(64.28 %) answered the questionnaires.



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Figure-1

Table2: accounts created in Social network site

SL.NO	Social account	Responses	Percentage(%)
1	Facebook	82	80.39 %
2	Twitter	39	38.23 %
3	Google plus	20	19.60 %
4	WhatsApp	102	100 %

The Table 2Shows the user of account in social media where WhatsApp user are the top most of 100%, Face book user are the second highest of 80.39 %, Twitter user are 38.23 %and 19.60 %of least user account is Google plus.

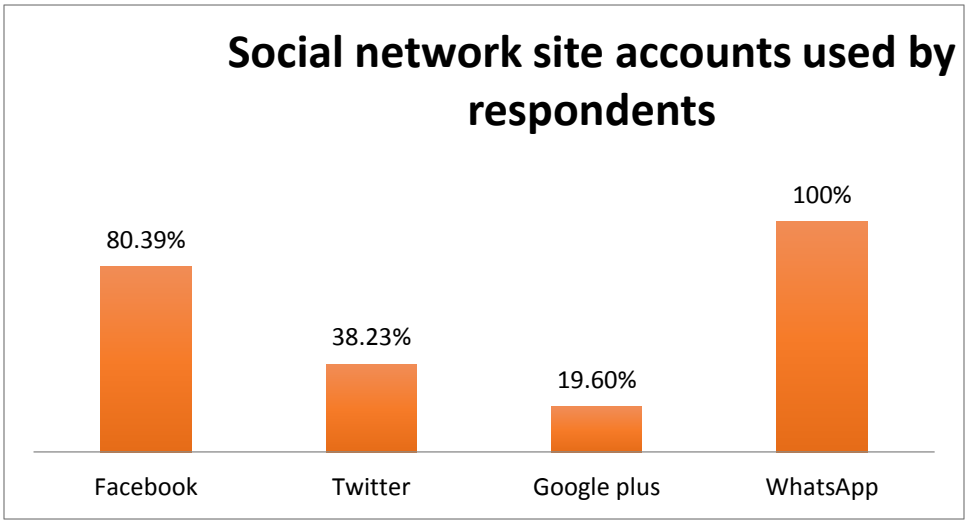


Figure-2

Table-3: Benefits provided by social network

SL.NO	Benefits	Responses	Percentage (%)
1	It encourages virtual meeting with co-research scholars	84	82,35 %
2	Increase self esteem	55	53.92 %
3	It help to develop interpersonal relationship	53	51.96 %
4	Post the subject related details	54	52.94 %
5	Group discussion with co-researchers	59	57.84 %
6	Conference/workshop post	56	47.06 %
7	Job news	53	54.90 %
8	Sending audio &video files	65	63.72 %
9	Current information	76	74.50 %

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The Table 3 Shows the benefits provided to social users and the priority of the people is gives to virtual meeting with co-research scholars is 82,35 % self-esteem 53.92 %and help in interpersonal relationship is 51.96 %post the subject related details 52.94 %, Group discussion with co-researchers 57.84 %, conference/workshop post is 47.06 %, job news 54.90 %, sending audio and video files 63.72 %and current information 74.50 %respectively.

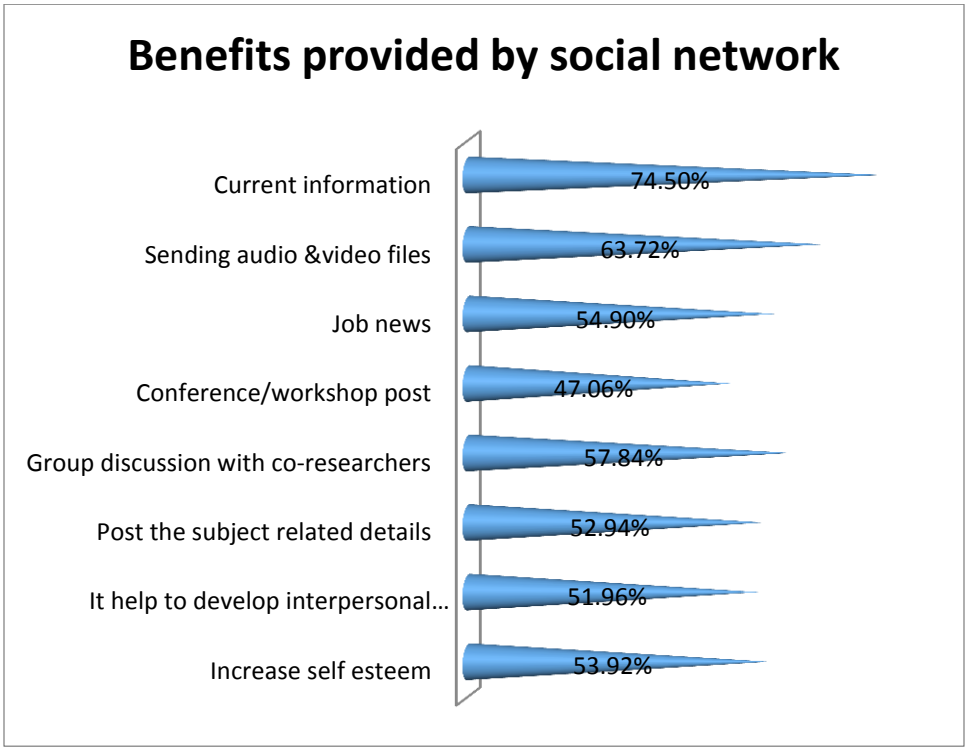


Figure-3

Table-4: Purpose of using Social Network

SL.NO	PURPOSES	RESPONSES	PERCENTAGE (%)
1	Surf sites	82	80.39 %
2	Upload pictures on face-book and other social media sites	73	71.56 %
3	Watch video and download	87	85.29 %
4	Read articles	43	42.15 %
5	Write blogs	2	1.96 %

The Table 4 Shows that the purpose of using internet as the above response is that of the people uses internet for watching and downloading video is 85.29 %people use for uploading pictures on face book and other social sites is 71.56 %, people surf sites is 80.39 %,people read articles is 42.15 % and 1.96% write blogs respectively.

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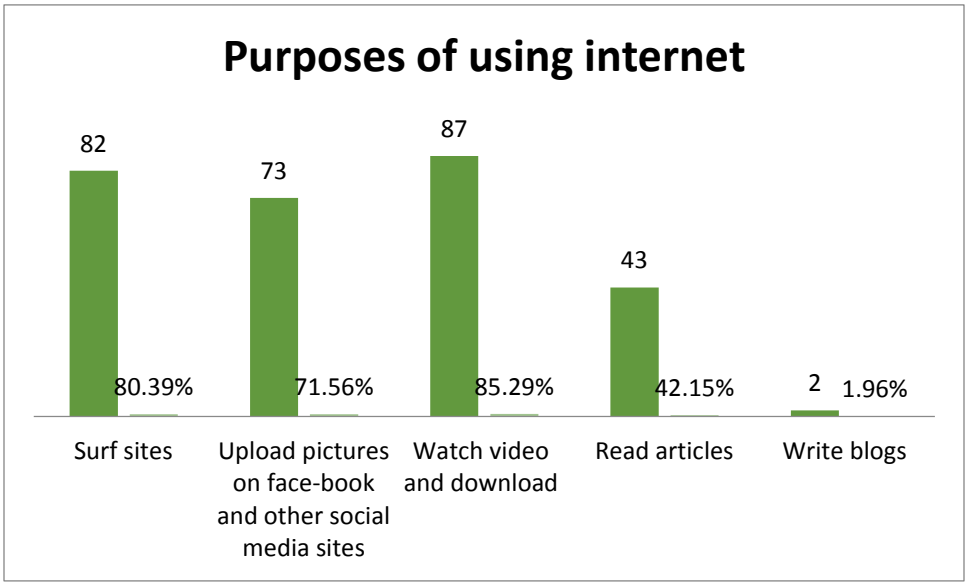


Figure-4

3. FINDINGS AND SUGGESTIONS

3.1Findings:

1. In this study 120 questionnaires were distributed to PG Students and Research Scholars and received back 102 filled questionnaires with responses
2. The study shows that the user of account in social media where WhatsApp user are the top most of 100%, Face book user are the second highest of 80.39 %, Twitter user are 38.23 % and 19.60 % of least user account is google plus.
3. The benefits provided to social users and the priority of the people is gives to virtual meeting with co-research scholars is 82,35 %.
4. 51.96 % of users expressed interpersonal relationship.
5. 57.84 % of users expressed it supports for Group discussion with co-researchers.
6. 63.72 % users said it supports for sending audio and video files.
7. Finally, 74.50 % said it supports to access current information.
8. The major purpose of using internet is for watching and downloading video i.e.,85.29 %.
9. The people use for social media for uploading pictures on face book and other social sites is 71.56 %.

3.2Suggestion:

1. The course curriculum can be adopting the online classes, Group discussions and video conferences by using Social Network for the enhancement of academic careers of the Students.
2. The State and Central Governments should enact the laws to promote and monitor the social network to ensuing the objectives of Higher Education and Research and to ensure the Legal security to the users.

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3. To promote the Social Networking in Academics, there is a need of initiation has to be taken by the authorities of educational institutions and Government Provide IT infrastructure like high end computers high bandwidth internet facility preferably Wi-Fi in the campus.
4. The privacy setting must be properly used by the younger generation accurately to secure their personal data.

4. Conclusion:

The effect of these informal communities is expanding in our everyday lives which ranges past worldwide limits, and it has even crossed social and social limitations. The real advancement of informal communities and its far reaching use for social and business reason has made the need to talk about and examine the impact that these long range interpersonal communication destinations will have on business with connection to customers purchasing conduct.

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